



NBN Opportunities and Challenges

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Broadband and Innovation?

“Our findings indicate that although core fiber and switching/routing resources will scale nicely to support virtually any conceivable user demand, **Internet access infrastructure**, specifically in North America, **will likely cease to be adequate for supporting demand** within the next three to five years.

It’s important to stress that **failing to make that investment will *not* cause the Internet to collapse**. Instead, the primary impact of the **lack of investment will be to throttle innovation**: both the technical innovation that leads to increasingly newer and better applications, and the business innovation that relies on those technical innovations and applications to generate value. **The next Google, YouTube, or Amazon might not arise, not because of a lack of demand, but due to an inability to fulfill that demand.** Rather like osteoporosis, the underinvestment in infrastructure will painlessly and invisibly leach competitiveness out of the economy.”

Nemertes Research

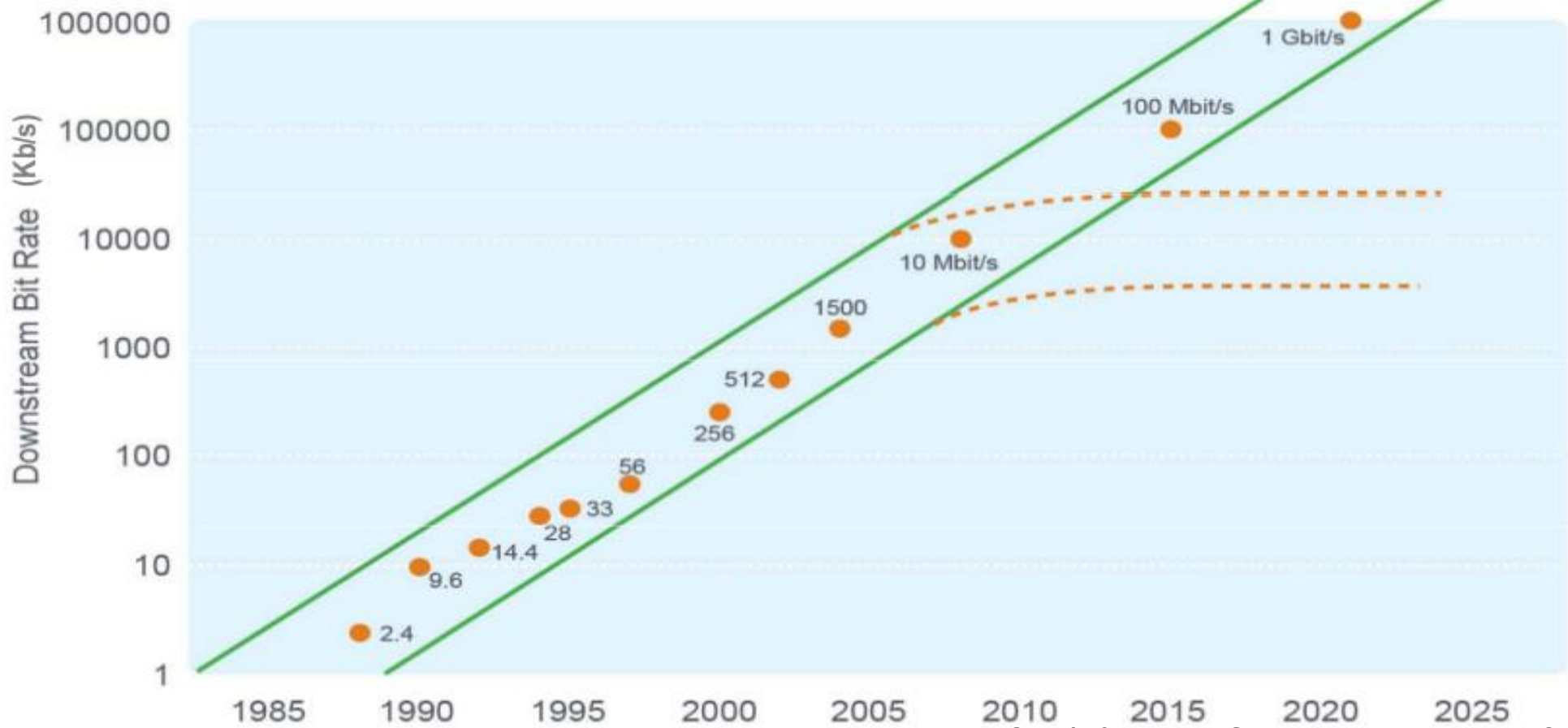
“The Internet Singularity: Delayed - Why Limits in Internet Capacity Will Stifle Innovation on the Web”

<http://www.nemertes.com/ii>

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The Reality of Broadband Demand

Fixed Bandwidth Demand



(Graph from NBNC Co AllIA Presentation - 12/8/10)

The Response? NBN

- 'NBN v2' announced on 7/4/09
 - Single wholesale broadband infrastructure provider - NBNCo
 - **Coverage of 100% of the population**
 - 93% FTTP @ min. 100mbps
 - 7% Wireless @ min 12mbps
 - 3% NewGen Satellite @ min 12mbps
 - Structural separation of Telstra



Local Impact

- Rollouts of fibre commencing in Bacchus Marsh and Ballarat
- Some new estates already fibred up.
- Wireless rollout already commenced in areas outside of Ballarat
- This thing has become real for us



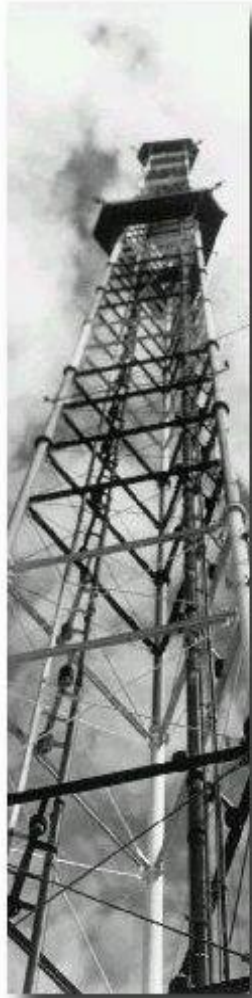
The Internet of Things

The Internet will disappear from sight and mind



- Converged/bundled/integrated services
- The Cloud into the living room and front office
- Your home and your office will travel with you
- Service providers and suppliers will come to you
- 24/7 connected health sensors and monitors will provide greater independence for aging residents.

Challenges



Planning Issues (especially in relation to towers) have come into sharp focus in the Ballarat region

- Threshold sizes of towns - (Avoca, Cardigan Village both slated for wireless, could they fast become fibre eligible?)
- Overheating expectations in terms of ETA?
- “What are we going to do with it?”

Opportunities

Imagination and initiative

100% coverage at a minimum of 12mbps download. Once all stakeholders and ratepayers are reliably connected, what can councils do to reach them and for them to reach you? ... and why?



Can regions and areas be made more attractive for new businesses and residents? Can they be more viable in retaining businesses and residents?

Small businesses - where are they up to with their communications and interaction strategies?

Bigger pipes are fine ... but what services and facilities can we get through them and what do we want if we can't see them yet?

The Organisation is Virtual

- HD videoconferencing is not just videoconferencing any more. It'll take an early lead.
- Offsite DC and DR will become viable and the norm for more organisations, especially regional ones.
- Client/stakeholder accessibility to the organisation will be instantaneous and penetration will be significant.
- Environmental awareness and management of assets will be driven by matrices of sensors and monitors
- Clusters of collaborating organisations will become more viable on a real time basis.



Mindset will make or break opportunities

“The cavalry is not coming - you ARE the cavalry”

- Primary focus and concern on NBN technologies and technical issues will muddy the waters.
- No standalone ICT strategies. There should be social and economic strategies underpinned by assessing how ICT will assist outcomes.
- Active profiling and engagement. NBNC Co is doing the whole country, not just Victoria. How do you stand out?
- There are no magic bullets or killer apps. Just better connectivity and an evolution of what we can do and want to do.



Thank You

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Technology and the Online Generation

Why it will break down Corporate Culture - soon

